

Corrigendum

Indian Railway Catering and Tourism Corporation

(A Govt. of India Enterprise)

EXPRESSION OF INTEREST FOR POWERING THE DOMESTIC AIRLINES CONTENT ON IRCTC WEBSITES

Sub: Clarification on Branding & MIS sharing.

Ref: EOI for the Air Content powering dated 22nd Jan'2010.

Following may be noted by the bidders –

1. No branding would be allowed for the partner on White label Home page, subsequent pages, URL, Eticket print outs, call centre etc.
2. An MIS would have to shared by the partner with the following parameter -
 - Segment share by airline
 - Revenue share by airline
 - Average segment size by airline
 - GDS LCC biz split & GDS LCC segment size
 - Purchase pattern by airline - segment share for same day travel , D1 - D3, D4-D7,D8-D14,D15-D21,D22-D30,D30 +.
 - Average segment size by airline for each of the above mentioned booking patterns
 - Top 20 sectors segment size & share.
 - Price benchmarking for 30 select sectors with competitive b2c sites on the basis of single pax and multiple pax bookings.
 - Drop off analysis at each stage of booking
 - Visitor analysis including page views, unique visitors, sources of traffic